



Valeritas Replaces Complicated Client/Server CRM with Intuitive Veeva CRM in the Cloud

PLEASANTON, CA — April 25, 2012 – With its innovative and simple-to-use insulin delivery device, the V-Go™, Valeritas knows the importance of easy-to-use delivery mechanisms. Its CRM system is no exception. The medical technology company desperately wanted to replace its convoluted, problematic client/server CRM system with something more straightforward to deliver valuable physician information to its commercial teams and vice versa more efficiently. Valeritas turned to cloud-based Veeva CRM and Veeva iRep for the iPad, the same system used by its valued contract sales partner, inVentiv.

“Compared with other vendors, Veeva CRM seems to be the most logical – meaning it’s easy for users to figure out and fairly obvious how to do something new or different,” said Hokan Ojert, vice president of sales for Valeritas. “Even the analytics aspect of Veeva CRM is painless – what used to take multiple steps in and out of different applications with our previous system is now aggregated neatly within Veeva and accessible in a click or two. This streamlined technology approach allows us to focus on what we are supposed to be doing...supporting our physicians.”

In addition to Veeva CRM’s ease of use, Valeritas selected Veeva CRM for its well-documented flexibility and popular iRep application, the only cloud-based system to combine CRM and closed loop marketing on the Apple iPad. Veeva iRep has quickly become the industry’s choice for comprehensive CRM on the iPad with the largest installed base worldwide, according to recent numbers.

“The ability to seamlessly and quickly move back and forth between a customer profile in Veeva and a presentation on the iPad to answer a physician question during a call was very attractive for us,” added Ojert. “Like most sales teams these days, our time in front of the customer is extremely limited so we often need to access a presentation or other information to make a point quickly, without losing the physician’s attention. And, then to be able to record that interaction instantly to enhance future marketing efforts is very valuable. Veeva is the only company that offers this level of forward-thinking technology on the iPad.”

Built on an inherently flexible, multitenant cloud-based platform, Veeva CRM enables life sciences companies of all sizes to make changes with simple point-and-click configuration while also providing ongoing updates, transparently, that customers can “turn on” or off as needed. It also empowers customers with anytime, anywhere access via the customer’s choice of device. The complete suite delivers rich functionality that supports the unique needs of multiple commercial teams in a single solution and empowers management with advanced reporting capabilities – ideal for Valeritas, which relies heavily on its analytics.

“Also, I am very excited about the fact that we will no longer have to wait for ‘end-of-the-day’ or week syncing. We will have more accurate analytics from the field much faster. In the past, we might wait as long as a week for the data and only receive spotty call records. Veeva CRM with iRep is instant,” concluded Ojert.

About Veeva Systems

Veeva Systems is the leader in cloud-based business solutions for the global life sciences industry. Committed to innovation, product excellence and customer success, Veeva has over 150 customers, ranging from the world’s largest pharmaceutical companies to emerging biotechs. Founded in 2007, Veeva is a privately held company headquartered in the San Francisco Bay Area, with offices in Philadelphia, Barcelona, Paris, Beijing, Shanghai and Tokyo. For more information, visit www.veevasystems.com.

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